

Please amend the present application as follows:

**Claims**

The following is a copy of Applicant's claims that identifies language being added with underlining ("\_\_") and language being deleted with strikethrough ("—"), as is applicable:

1. (Currently amended) A method for controlling the presentation of advertisements, the method being practiced by a local computing device having a processing device and a memory, the method comprising the steps of:

collecting receiving local weather condition information from a sensing unit that is separate from the computing device;

determining which advertisements are appropriate for presentation using the local computing device and based upon the received weather condition information; and

facilitating presentation of appropriate advertisements on a local display unit.

2-5. Canceled.

6. (Currently amended) The method of claim 1, wherein the step of facilitating presentation of appropriate advertisements comprises transmitting the appropriate advertisements from the computing device to a the local display unit.

7. (Original) The method of claim 6, wherein the display unit is mounted to a fuel pump.

8. (Currently amended) The method of claim 1, further comprising the steps of determining the current local time using the local computing device and determining which advertisements are appropriate for presentation based upon the current local time using the local computing device.

9. (Original) The method of claim 1, wherein different advertisements are selected for presentation as the weather condition information changes.

10-15. Canceled.

16. (Currently amended) Advertisement presentation control software stored on a computer readable medium of a local computing device, comprising:  
logic configured to collect local weather condition information from a sensing unit that is separate from the local computing device;  
logic configured to determine which advertisements are appropriate for presentation based upon the collected weather condition information; and  
logic configured to facilitate presentation of transmit appropriate advertisements to a display unit that is separate from the local computing device.

17. (Original) The software of claim 16, wherein the weather condition information comprises current local weather conditions.

18. Canceled.

19. (Original) The software of claim 16, further comprising logic configured to determine the current local time and logic configured to determine which advertisements are appropriate for presentation based upon the current local time.

20. (New) The method of claim 1, wherein the local weather condition information comprises at least one of temperature, barometric pressure, precipitation, brightness, humidity, and wind force.

21. (New) The method of claim 1, wherein the local weather condition information comprises at least one of barometric pressure, precipitation, brightness, humidity, and wind force.

22. (New) The system of claim 16, wherein the local weather condition information comprises at least one of temperature, barometric pressure, precipitation, brightness, humidity, and wind force.

23. (New) The system of claim 16, wherein the local weather condition information comprises at least one of barometric pressure, precipitation, brightness, humidity, and wind force.

24. (New) The method of claim 1, wherein determining which advertisements are appropriate for presentation comprises disqualifying available advertisements with reference to a correlation table.

25. (New) The system of claim 16, wherein the logic configured to determine which advertisements are appropriate comprises logic configured to disqualify available advertisements with reference to a correlation table.

26. (New) A method for controlling the presentation of advertisements practiced by a local computing device having a processing device and a memory, the method comprising:

receiving local weather forecast information with the local computing device that is collected by and transmitted from a remote server via a network;

determining which advertisements are appropriate for presentation on a local display unit using the computing device and based upon the received local weather forecast information; and

transmitting appropriate advertisements from the local computing device to the local display unit, the local display unit being separate from the local computing device.

27. (New) The method of claim 26, wherein the local display unit is mounted to a fuel pump.

28. (New) The method of claim 26, further comprising determining the current local time using the local computing device and determining which advertisements are appropriate for presentation based upon the current local time using the local computing device.

29. (New) Advertisement presentation control software stored on a computer readable medium of a local computing device, comprising:

logic configured to receive local weather forecast information that is collected by and transmitted from a remote server via a network;

logic configured to determine which advertisements are appropriate for presentation on a local display unit using the computing device and based upon the received local weather forecast information; and

logic configured to transmit appropriate advertisements from the local computing device to the local display unit, the local display unit being separate from the local computing device.

30. (New) The software of claim 29, further comprising logic configured to determine the current local time and logic configured to determine which advertisements are appropriate for presentation based upon the current local time using the local computing device.